

Book C-50

PRICE 50 CENTS

Homes for Your Street and Mine

A DECISIVE BLOW AGAINST HIGH BUILDING COSTS



All Illustrations from Photographs

**A Group of America's Best Planned Small Homes
Standardized to Avoid Waste**

Plan Books and Plans Furnished by Mail Only

PLAN PRICES

Complete Plans, Material Lists and Specifications in duplicate.....	\$20
Four complete sets with Material Lists and Specifications.....	\$24
Plans reversed from position shown, \$7 additional	
Plans shown in brick changed to frame, \$7 additional	
By special delivery the day ordered.	

STANDARD HOMES COMPANY

Colorado Building

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Colorado Building, Washington, D. C.

Washington 5, D. C.

Now, a decisive blow against the high cost of building.

Now a good, comfortable home within the reach of every family. That is what America has been waiting for.

This has been made possible first, by the selection of a group of small homes that readily lend themselves to the most practical principles of standardization.

Second, by arranging all rooms and room dimensions for these small homes to meet the minimum demands of modern living.

Third, by calling for materials easily available from local supply dealers.

And fourth, by preparing *plainer plans* and *illustrated material lists* the owner can also understand.

Many of the house designs and floor plans shown herein were selected from designs offered previously. This was done because time and experience have proven that they are some of the best plans to be found within their price ranges.

The new designs and floor plans were selected to meet the present urgent demand for low cost homes eligible for financing under F.H.A.

It is fully realized that this new cost-cutting method will be fought to the finish by Speculative Builders whose days of big profits are numbered.

It is also fully realized that other high-priced interests will do their utmost to throw stumbling blocks in the path of this new, cost-cutting method of construction.

But as long as there are thousands and thousands of good people throughout our land who urgently need low cost homes, this thoughtfully conceived plan shall go forward.

Plan Books by Standard Homes Company

"BETTER HOMES AT LOWER COST"

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"HOMES FOR YOUR STREET AND MINE"

Being a Group of 2 Story and Low Cost Homes
50c per Copy.

"HOMES YOU CAN BUILD YOURSELF"

Offers a group of 5-room Homes (Valued at
\$8,000 to \$10,000) You Can Build Yourself at
Less than Half the Usual Price.
50c per Copy.

Our Helpful Folders, "A", "B", "C", "E", "F", "H" and "O" will be gladly furnished on request.

STANDARD HOMES COMPANY COLORADO BUILDING
WASHINGTON 5, D. C.

Our Pioneer Garage, illustrated in HOMES YOU CAN BUILD YOURSELF, provides temporary living quarters while your home is being constructed and also provides a garage and heated workshop later. Plans free with all house plans ordered from HOMES YOU CAN BUILD YOURSELF. If ordered separately, they are \$5 per set.

All plan books and plans furnished by MAIL ONLY. This increases the extent, efficiency and effectiveness of our service more than 90 percent. No local service (books or plans) offered in the District of Columbia nor within 50 miles of the District.

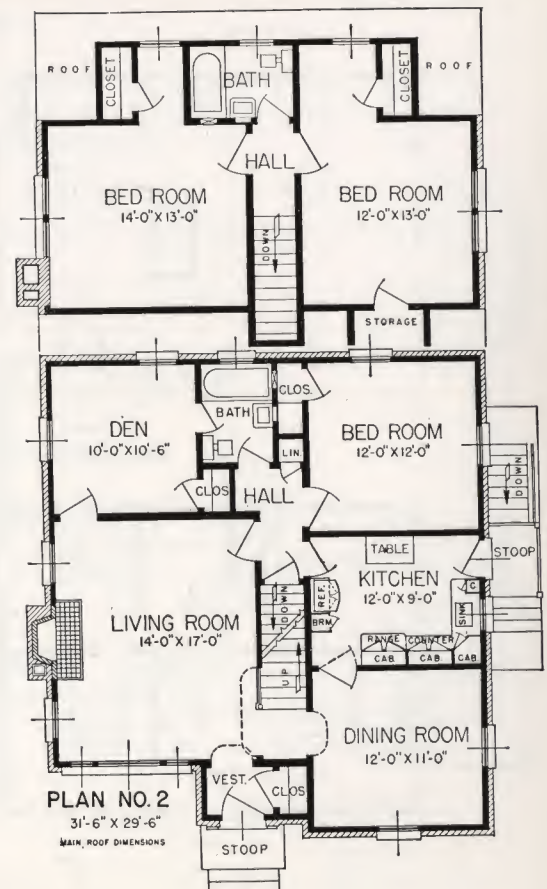
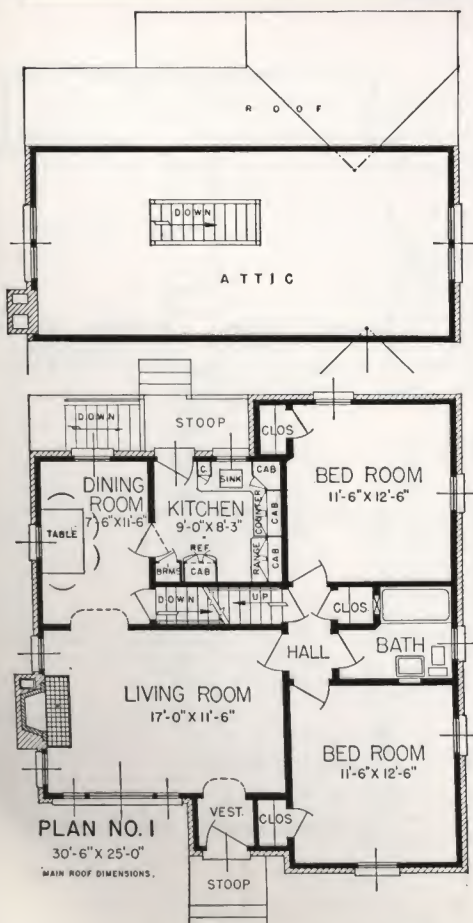


The NEW NORTHBROOK

It required years of artistic thinking and exactness of purpose to produce a home of such proportions as the New Northbrook.

Two other floor plans on request.

NEW NORTHBROOK

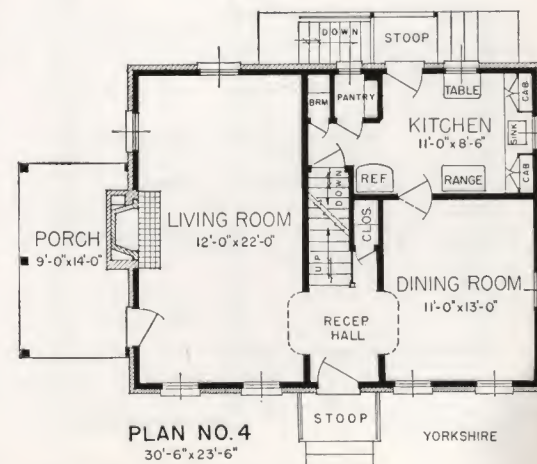
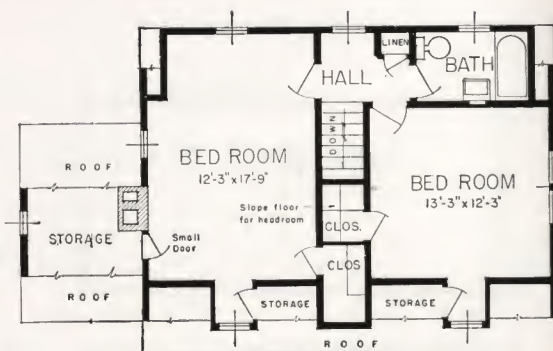
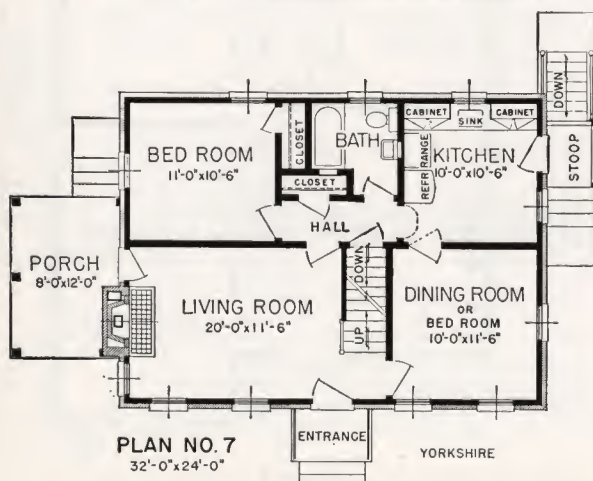
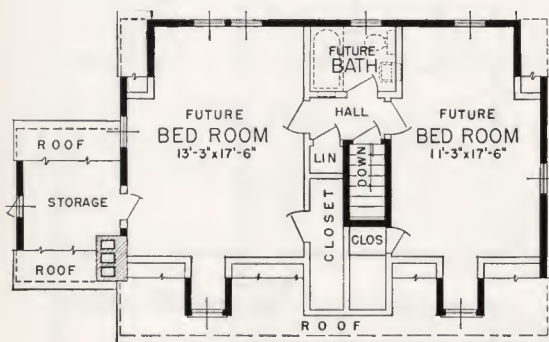




Painted Brick

The YORKSHIRE

For exactness in Colonial architecture, the Yorkshire stands side by side with the best. For a century it has been appreciated by men and women who know the intrinsic value of such clever designing. Our new floor plans place it among the good homes of the future.



Two Other Floor
Plans on Request

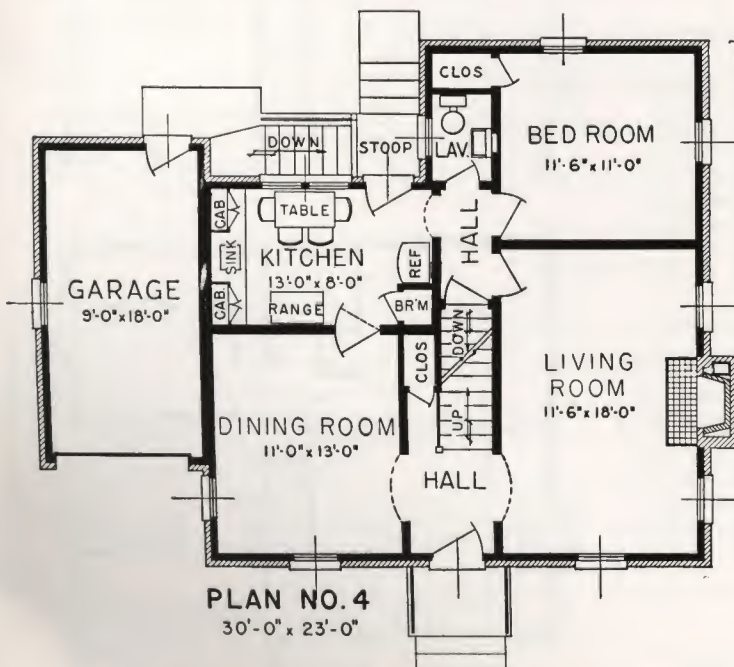
References: Any Building & Loan Association, Savings Bank or Lumber Dealer in your community.



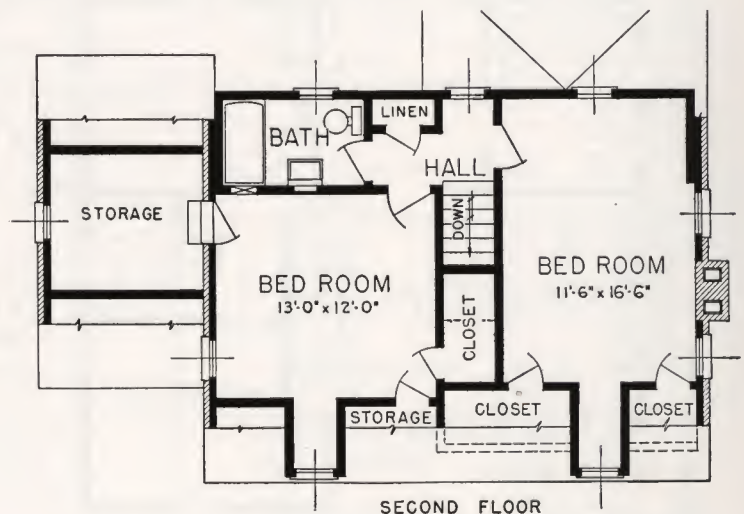
Painted Brick

The NEW BROCKTON

You may shortly have the keys to the New Brockton if you will couple persistence with your purpose to own your own home. Obstacles stand aside for those who concentrate on a coveted goal, and the New Brockton has everything lovely and lovable to reward the most persistent effort necessary for its attainment.



THREE OTHER FLOOR PLANS ON REQUEST



Our Standard Specifications Cover Every Item of Cost from Foundation to Roof, and give the inexperienced builder a new conception of good construction.

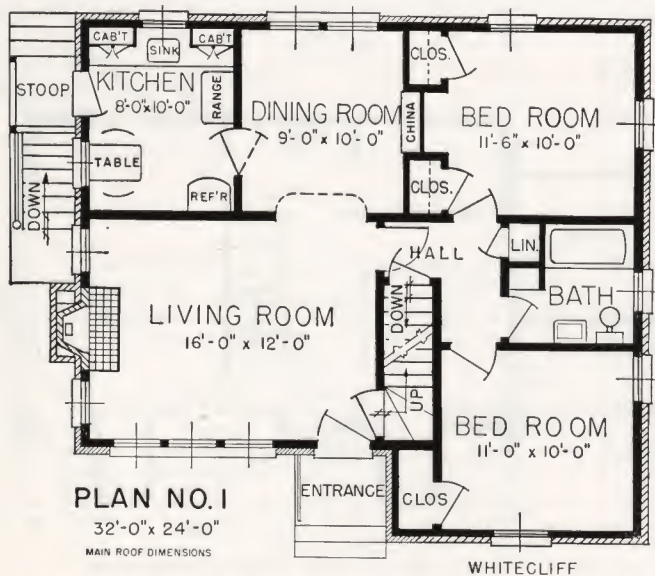


Painted Brick

The WHITECLIFF

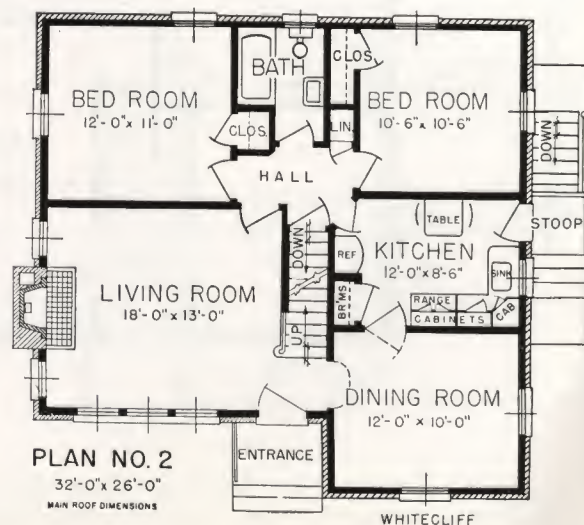
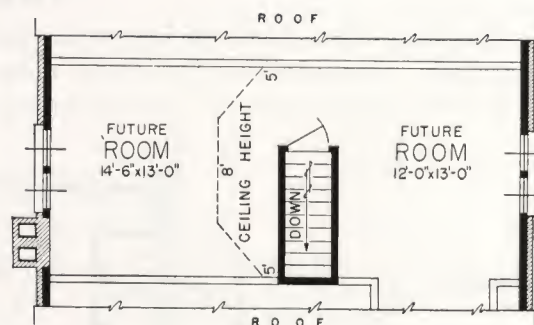
If you want to know why the Whitecliff holds your attention, go to the floor plans. Here you will find planning by the most experienced in step-saving home comforts.

Ample space in Attic for two large Rooms, similar to Plan No. 2



Two other
floor plans
on request.

If you want to
build or super-
vise the con-
struction of
your own home,
ask for Folder
"O".



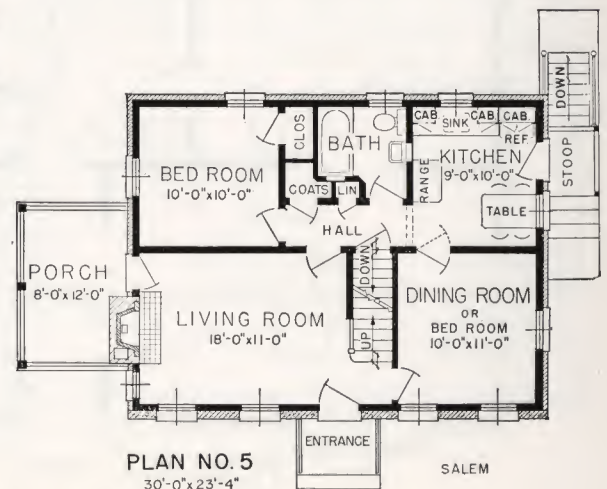
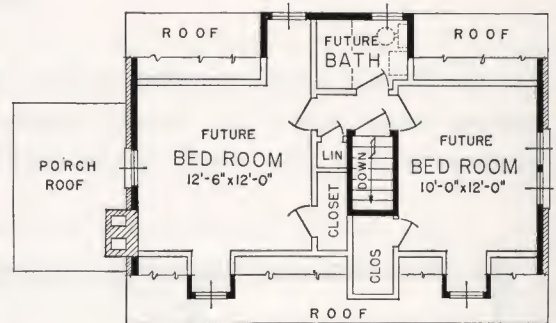
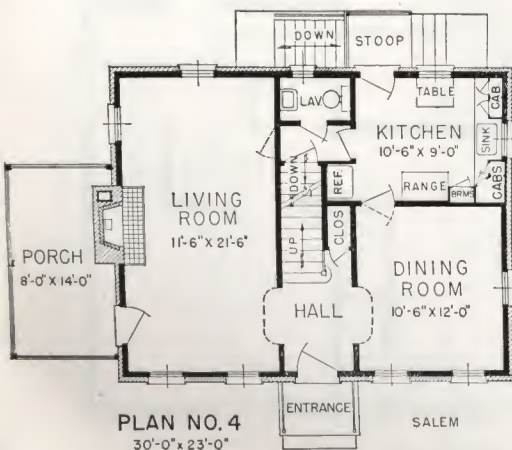
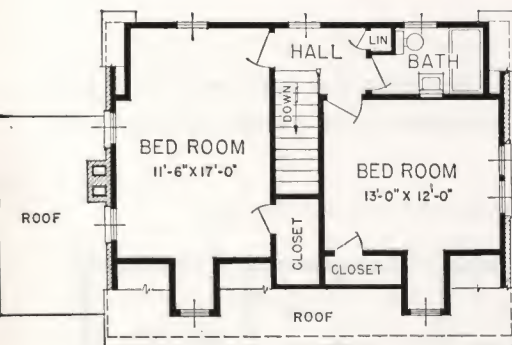
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Only One House of a Type Permitted in a Subdivision.



The SALEM

Here is another of America's best-loved homes with a stone front, characteristic of the Colonial cottage of yesterday. It has all of the correctness of today and the comforts of tomorrow. The perfected floor plans offered place it well within the reach of thousands.

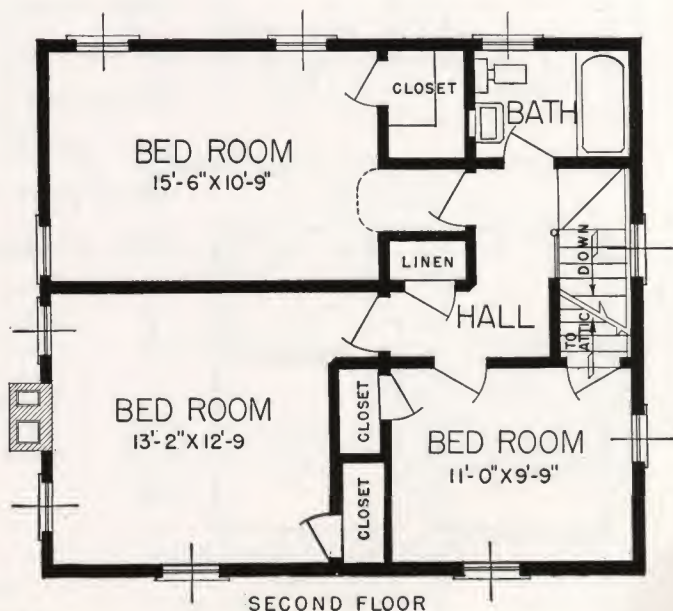
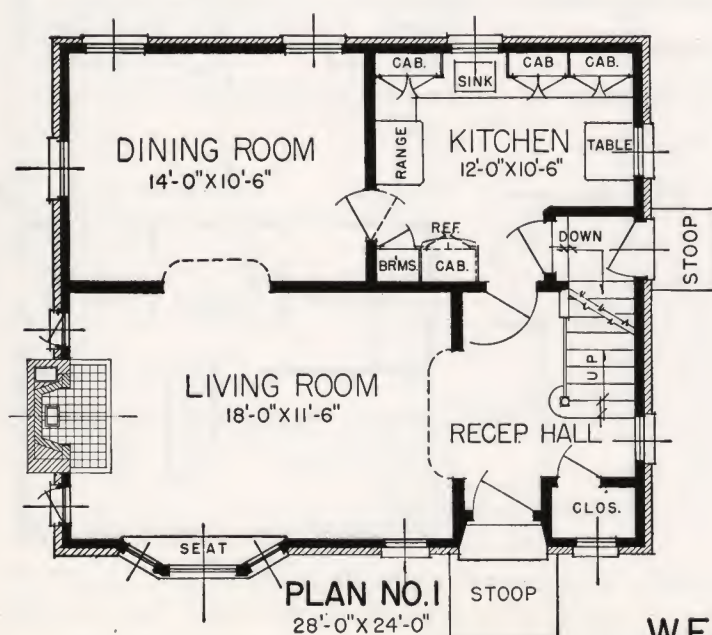


Twenty-Nine Years of Constant Service to Home Builders.



The WELDON

The Weldon will be selected by those who know values,—by the cautious who count the cost per square foot without losing sight of the lasting comforts to be found in every quarter. Its many good points can be fully appreciated only after much careful deliberation.



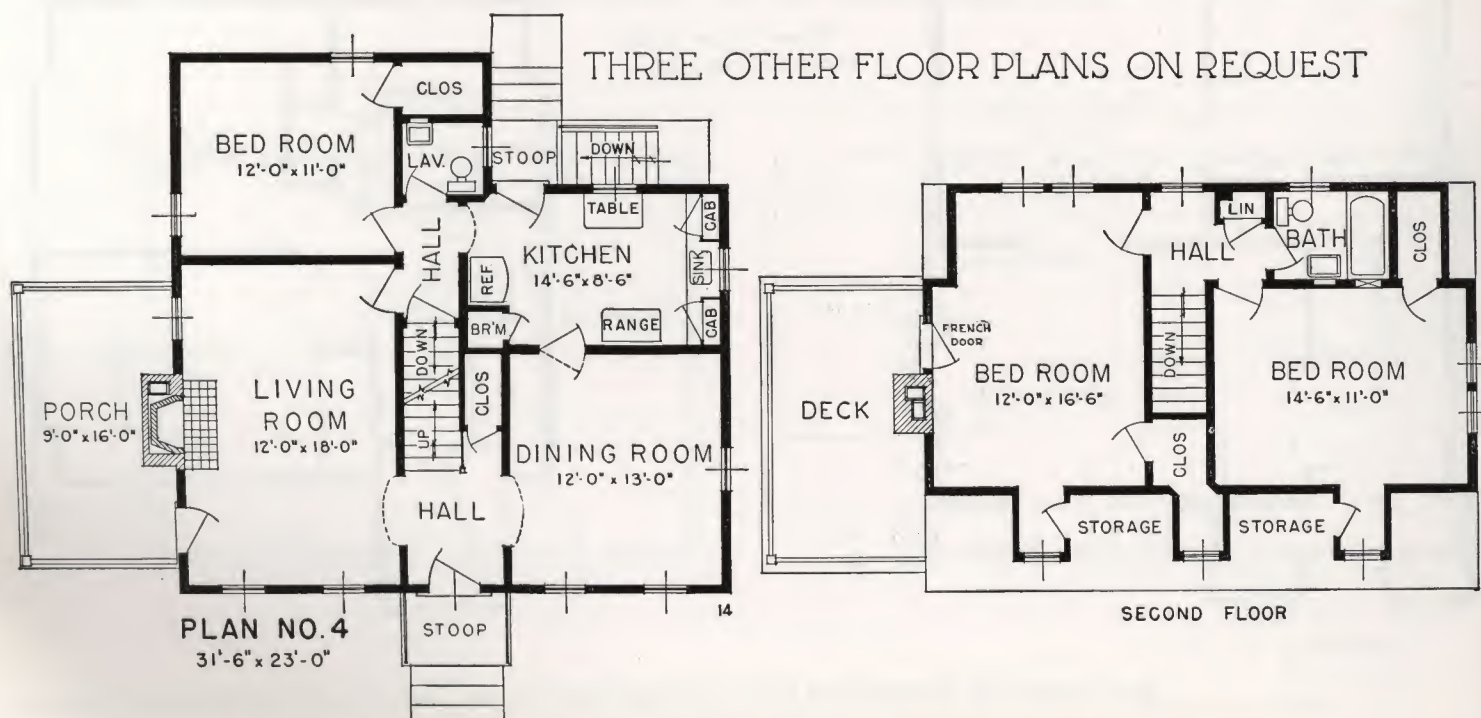
WELDON



Brick or Frame

The JAMESTOWN

The fine finish of the Jamestown places it in a class far beyond its cost. This explains why lovers of Colonial architecture select it so often as the best in its price range. It is strictly in the Williamsburg and Yorktown class—known everywhere as “homes of today and tomorrow.”

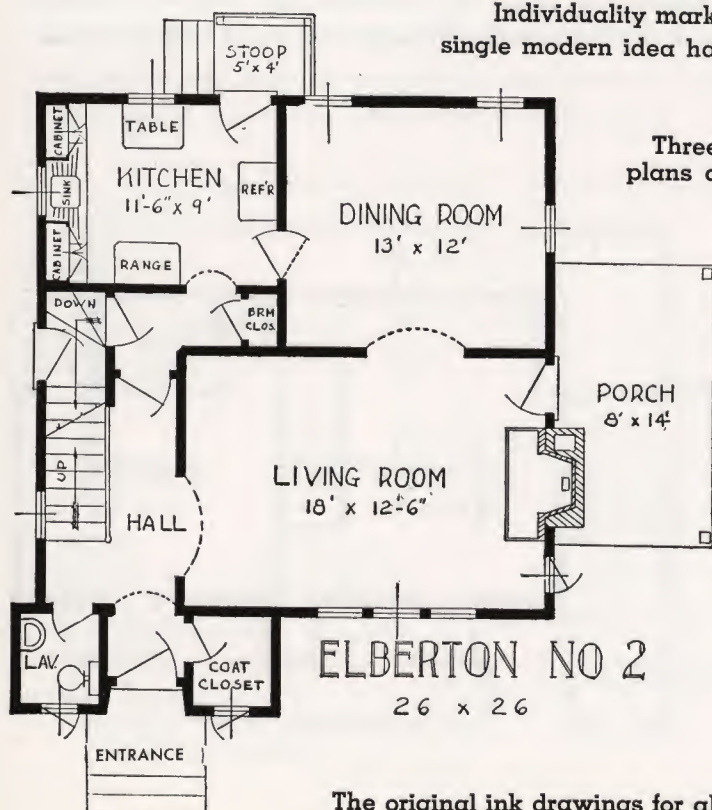




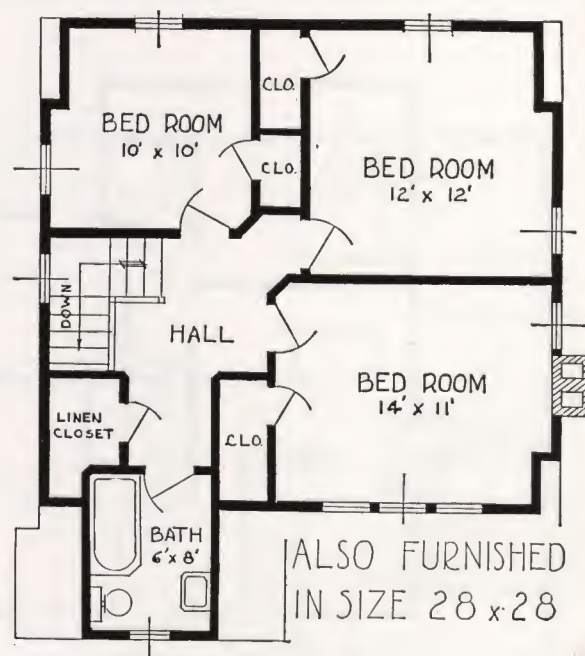
Brick or Frame

The ELBERTON

Individuality marks every line of the Elberton, and in the floor plans not a single modern idea has been omitted.



Three other floor plans on request.

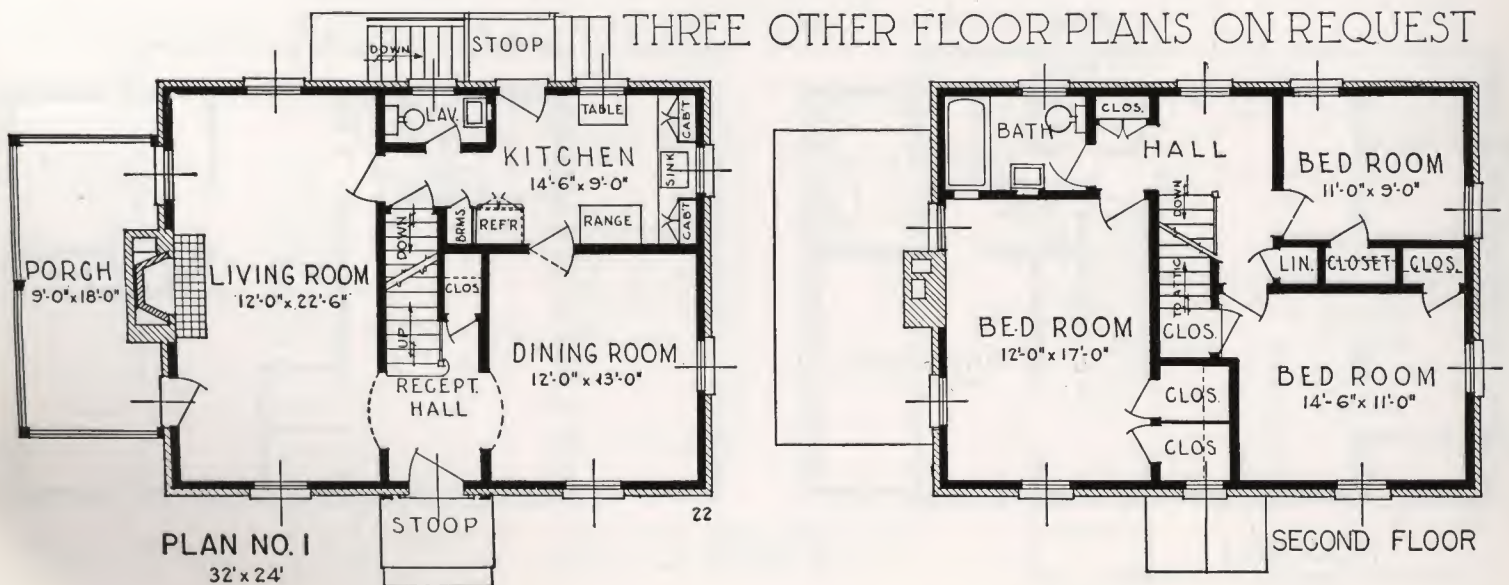


The original ink drawings for all of our copyrighted house designs are kept for 20 to 25 years.



The GEORGETOWN

When our forefathers planned the Georgetown as the best in Colonial architecture, not a bet was missed. Comfort—economy—permanence. Those were the watchwords then. They are the watchwords today when our designers added new touches of refinement and finish that will lead far into tomorrow.

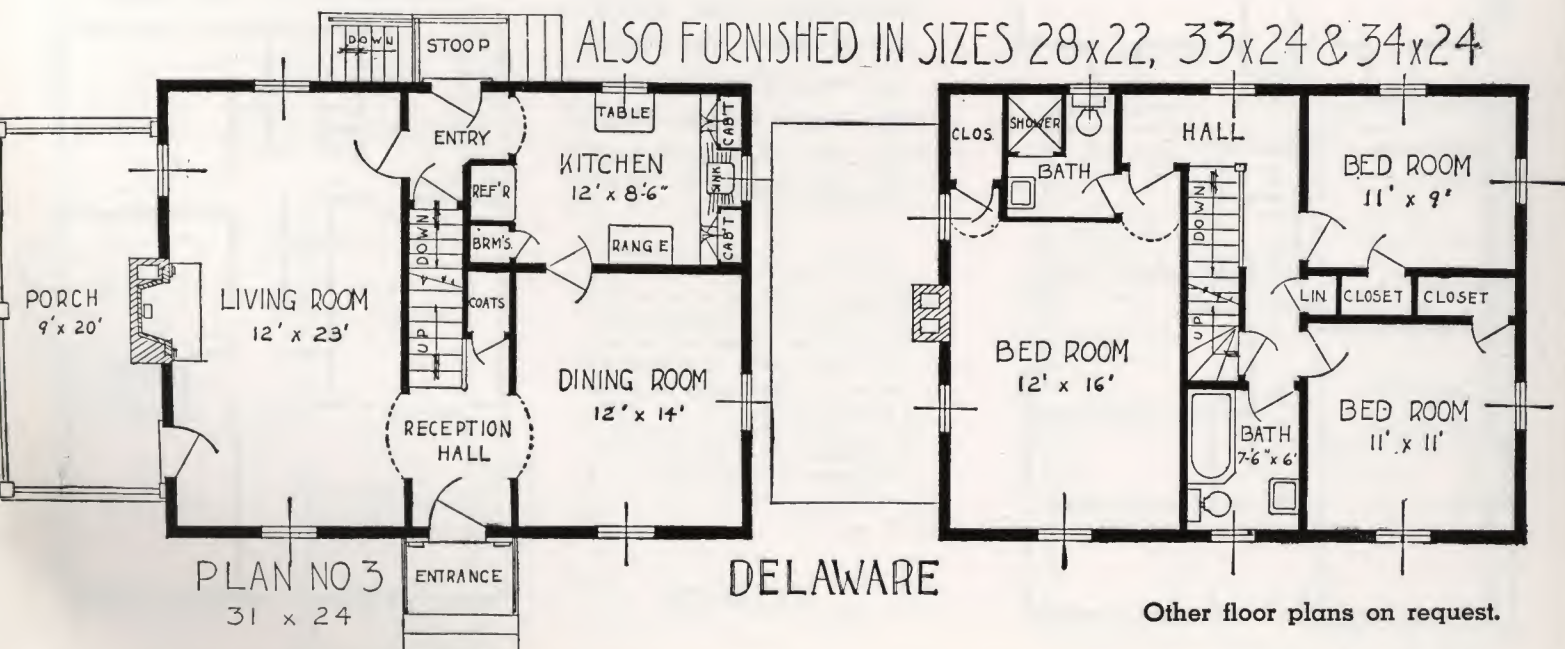


Any Plan Ordered May Be Exchanged for Any Other Standard Stock Design for the Small Exchange Fee of \$5.



The DELAWARE

Permanent and substantial beauty is expressed in every line of the Delaware. It is typical of the oldest and best loved homes in America.



than rent. In addition, about half of your payments will be placed to your credit as a saving, which home financing is made plain.



The KAYWOOD

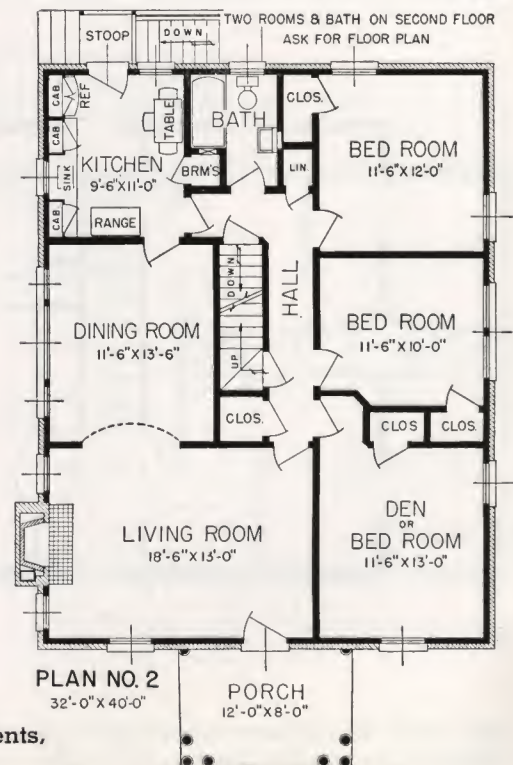
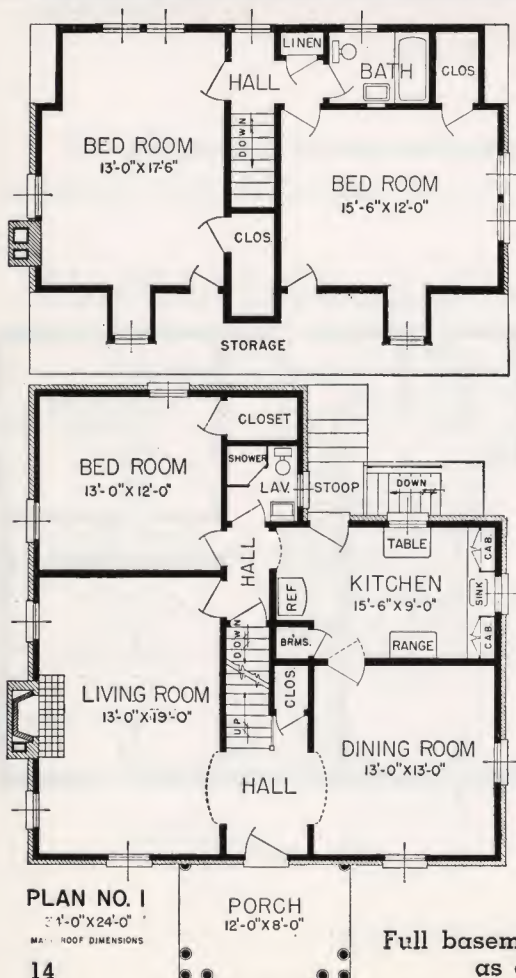
Something stops you in front of The Kaywood because it is striking. It has staunchness that stands out—balance and finish that beautify beyond question. And in the floor plans not a bet has been missed for better living.

Write us for information as to the cost of all materials for any of the homes shown in our plan books. We cannot give you labor costs in the various towns, but we will be glad to give you the approximate cost of all materials delivered on your lot.

KAYWOOD

Full basements cost no more than half basements, as our Folder "C" will clearly show.

Two other floor plans on request.





Brick or Frame

The FAIRFAX

The Fairfax is an excellent example of skillful planning for comfort as well as for low construction cost.

**PLAN BOOKS, FOLDERS, ETC.,
PUBLISHED FOR THOSE WHO
WANT TO BUILD THEIR OWN
HOMES AT FIRST COST.**

Books

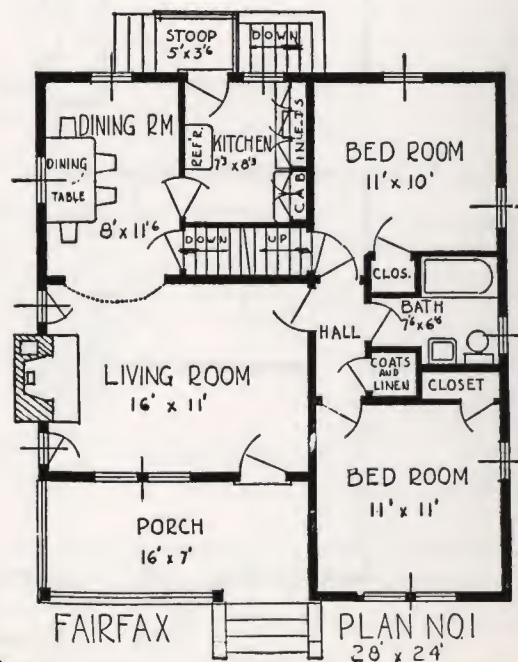
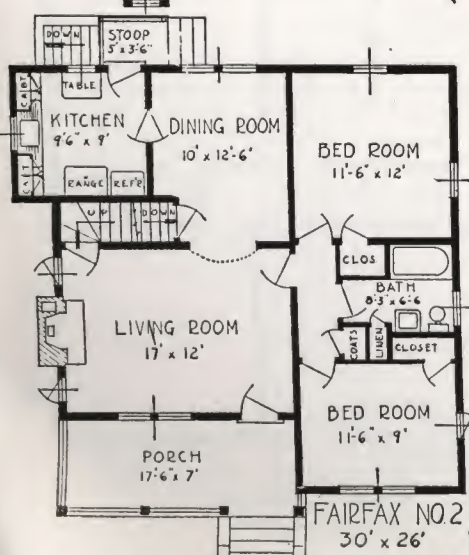
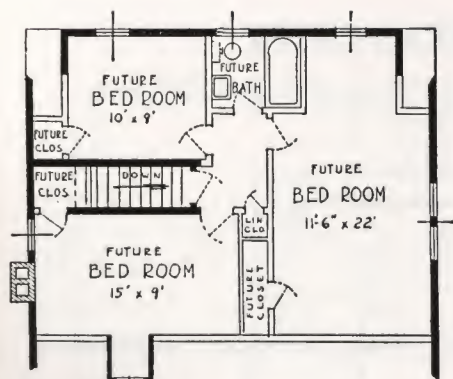
"Better Homes at Lower Cost".....50c ea.
"Homes of Today and Tomorrow".....50c ea.
"Homes for Your Street and Mine".....50c ea.
"Homes You Can Build Yourself".....50c ea.

Folders Free on Request

Folder "A", *Answers to Questions*. Answers 24 important questions on good construction.
Folder "B", 9 Important points on good construction.
Folder "C", *Comparative Construction Costs*, On good construction and present prices.
Folder "F", *Facts on Financing Small Homes*. How to build on easy terms.
Folder "H", *How You Can Build Your Own Home at Less than One-half the Usual Price*.

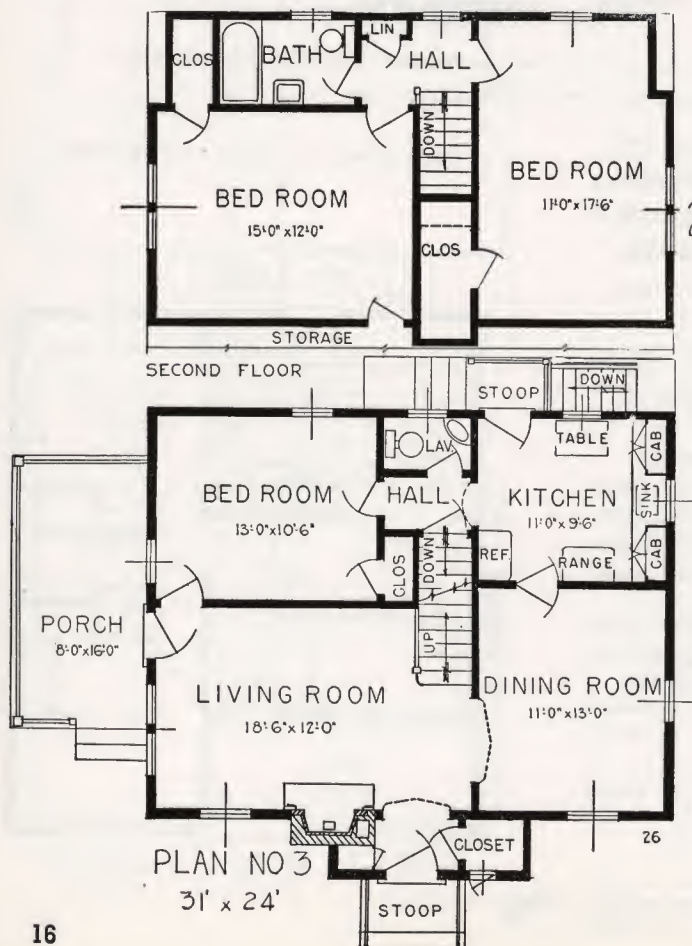
All 4 Books and 4 Folders for \$1.
Your money back on any one or all, if you are not entirely satisfied.

Two other floor plans on request.





Brick or Frame

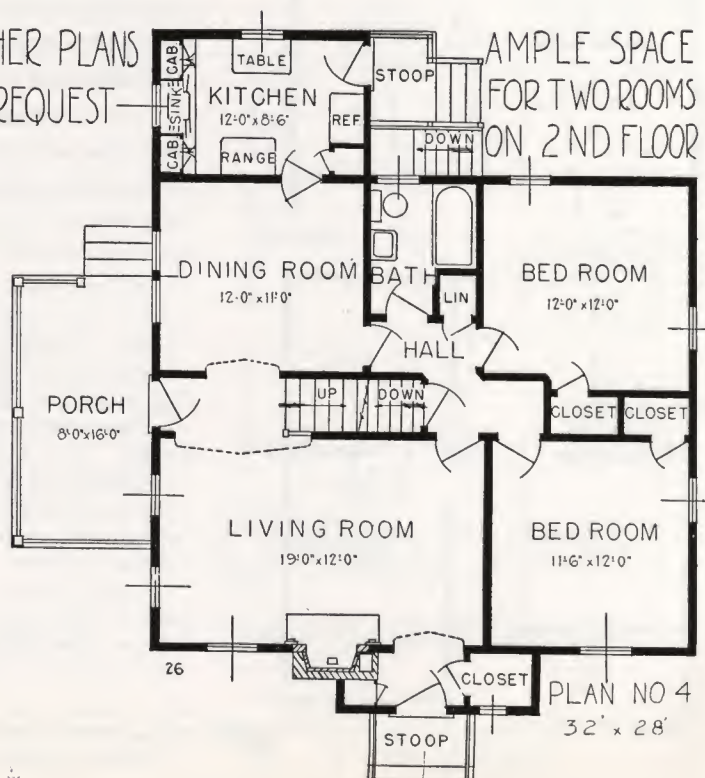


The WESTCLIFF

Class, as well as economy in cost, is written into every line of the Westcliff.

2 OTHER PLANS
ON REQUEST

AMPLE SPACE
FOR TWO ROOMS
ON 2ND FLOOR

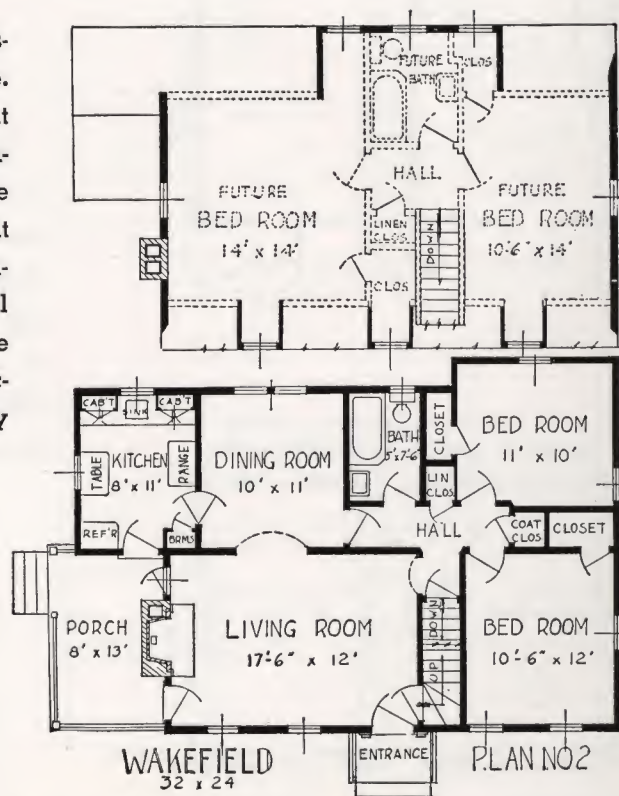
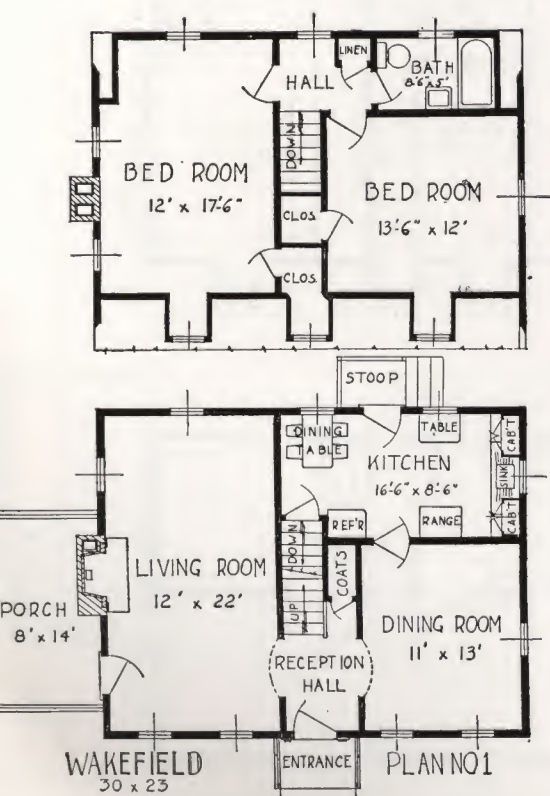




The WAKEFIELD

The Wakefield is a masterpiece in architecture. Its individuality causes it to stand alone in any community as a home of rare grace and permanent beauty; and yet its construction cost is well within the means of those contemplating the erection of a moderately priced home.

Two other floor plans gladly furnished on request.

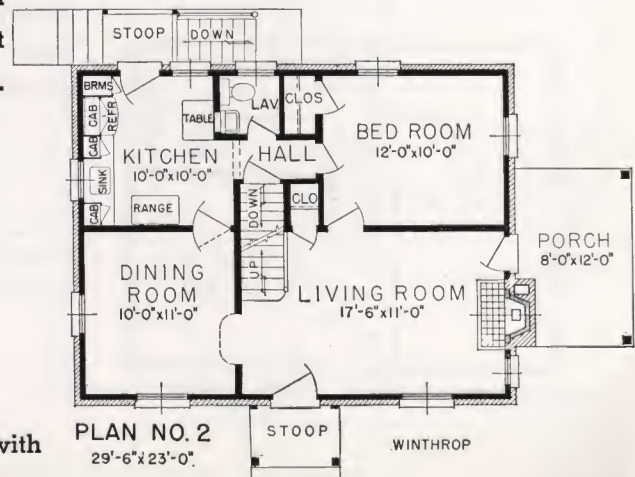
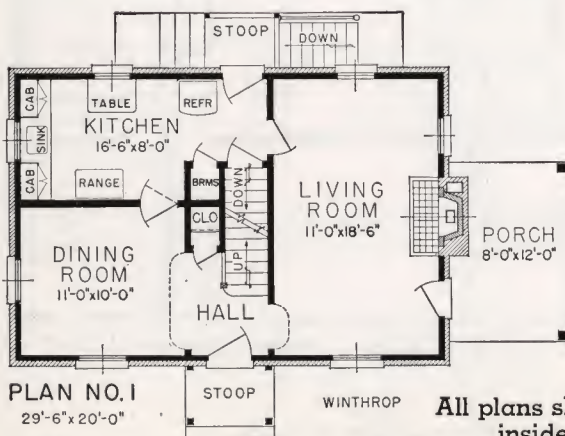
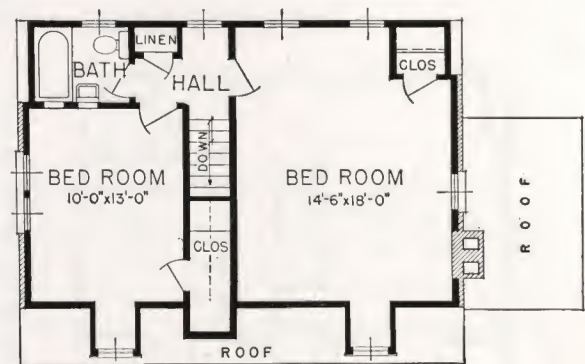
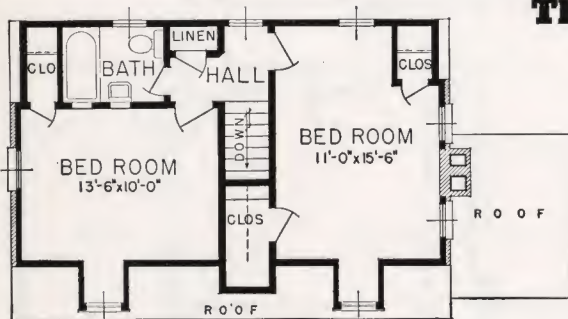


Our plans are known from Coast to Coast for their time and labor-saving features.



The WINTHROP

The Winthrop wins you from the start. It speaks of things practical, of cost within reason and of a home life of which anyone can feel proud. Its low cost is decidedly deceiving.



Two Other
Floor Plans
On Request.

All plans show full 7 ft. basements with inside and outside entrances.
First floor ceiling 8½ feet; second floor, 8 feet.

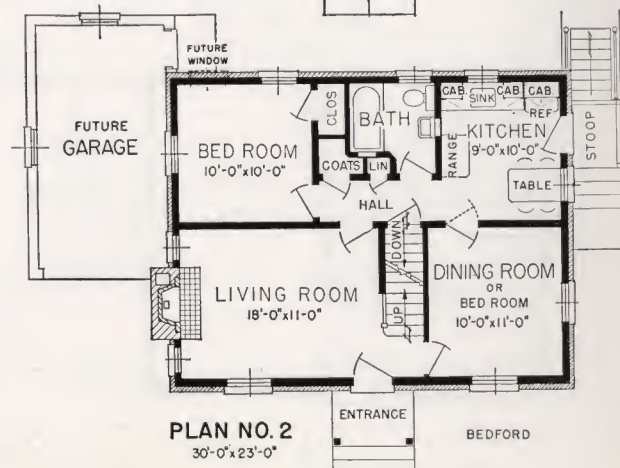
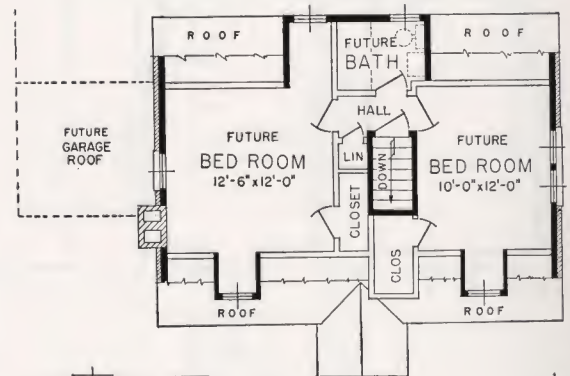
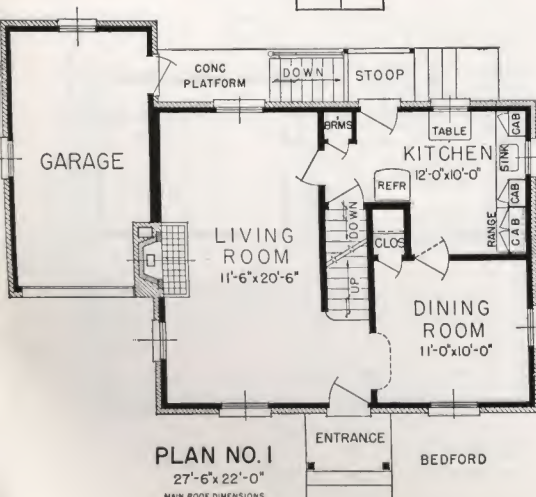
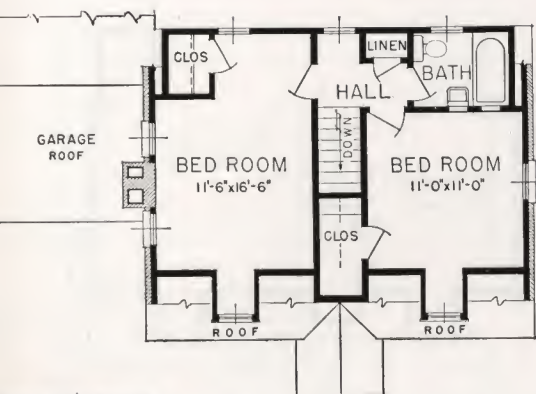


The BEDFORD

The Bedford bears earmarks that are stately and substantial. Not a trace of the commonplace save in its low construction cost.

Two other floor plans on request.

Large picture windows may be added on the front of any design at small additional cost.

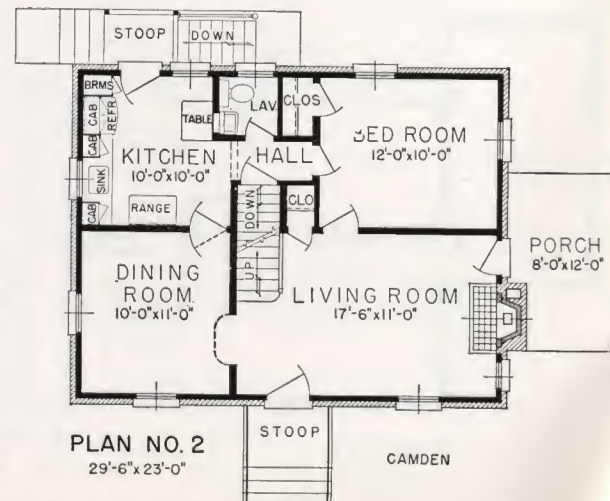
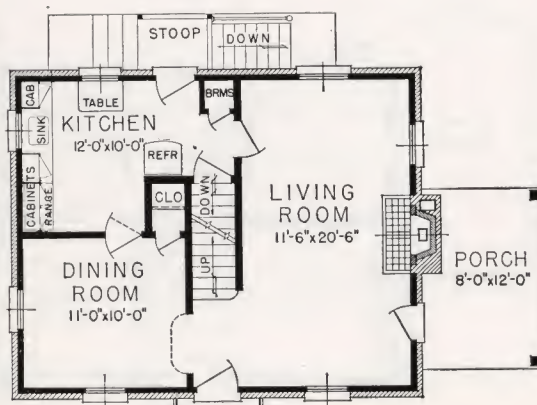
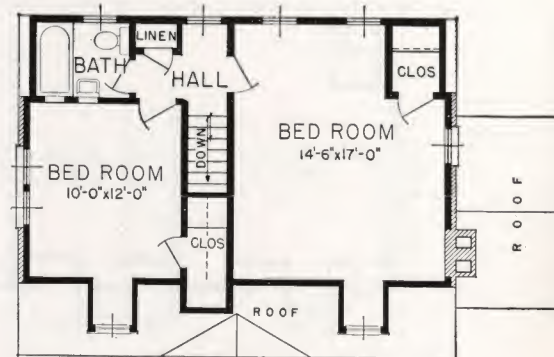
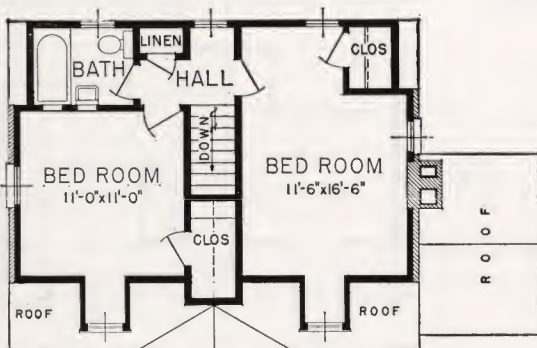




The CAMDEN

Home life in the Camden should be peaceful because the low cost should not leave its owners burdened with heavy obligations, yet the many refinements shown place it among the best in the field of Cape Cod homes.

If you want to build a home on easy terms, ask for Folder "F".



PLAN NO. 1
27'-6" x 22'-0"

PLAN NO. 2
29'-6" x 23'-0"

Other floor plans on request.

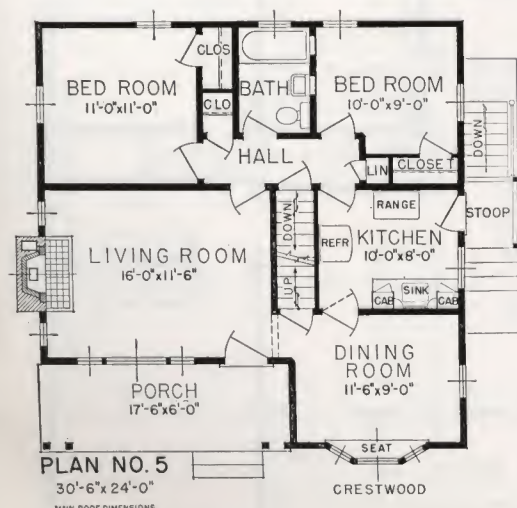
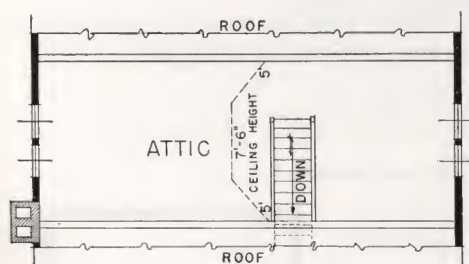
Alternate Floor Plans for Any Design in This Book Furnished Free on Request.



Brick or Frame

The CRESTWOOD

Selfishness seldom strangles the man whose pride and ambition lead him to build a home like the Crestwood.

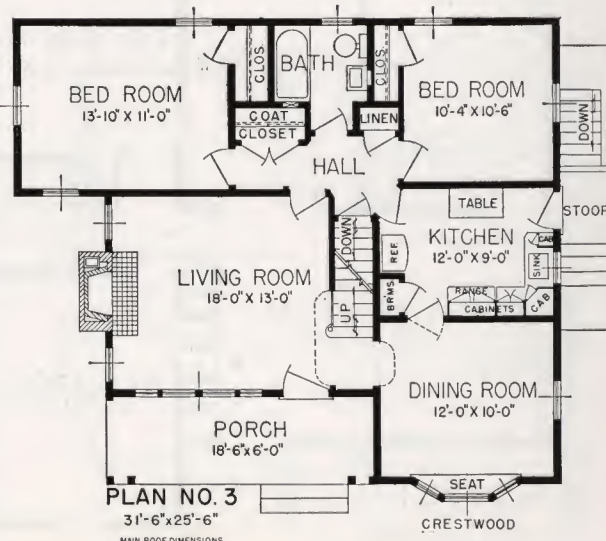
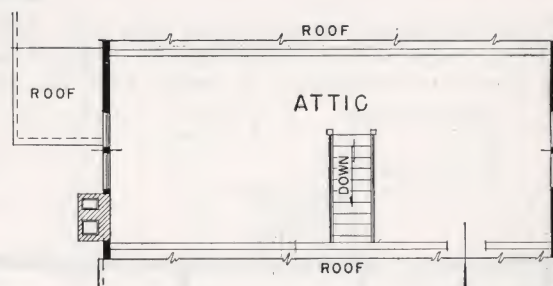


NOTICE

We show but few attached, detached, or built-in garages, because a garage will, as a rule, cost as much as an extra room, yet will add little or nothing to the loan or sales value of a home.

The Owner must put in more of his own cash if a garage is required.

Two other floor plans on request.



Our Plans and Specifications Meet the Rigid Requirements of all Home Loan Companies.

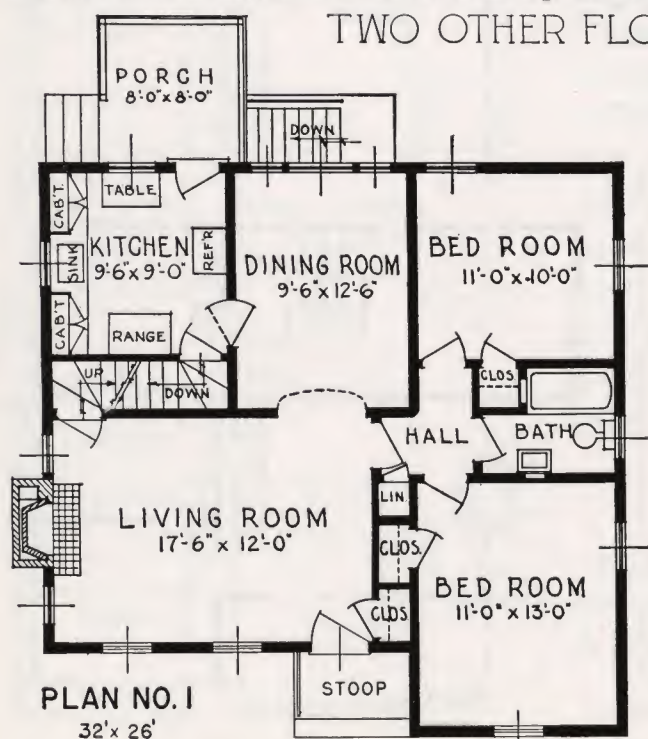


Brick or Frame

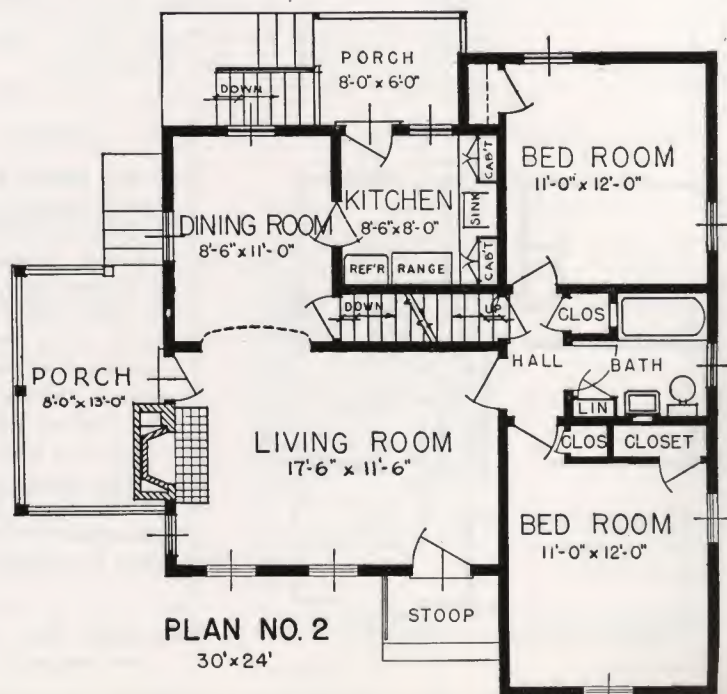
The AVONDALE

For the future safety of your wife and children, build a home of some kind. Have your home built where you and your wife want it—the way you want it, and you will find in that home a new and inner satisfaction which can never be realized in a house built by another.

TWO OTHER FLOOR PLANS ON REQUEST



28

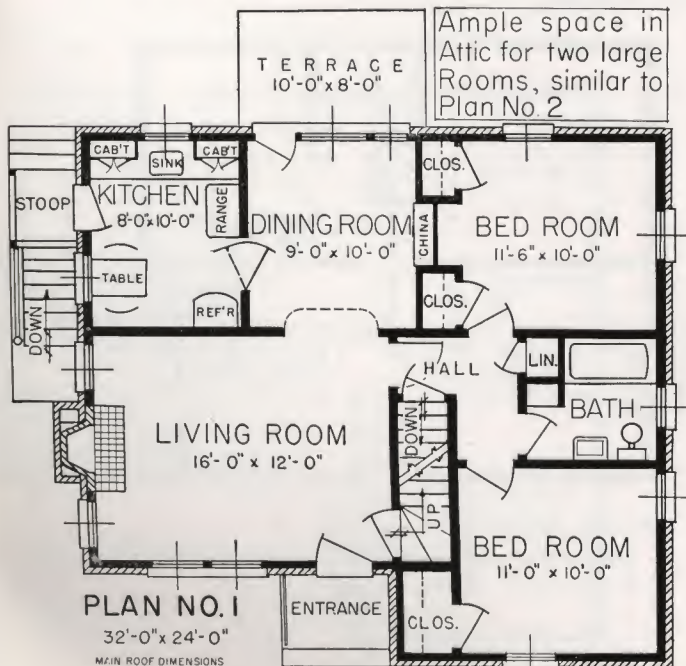


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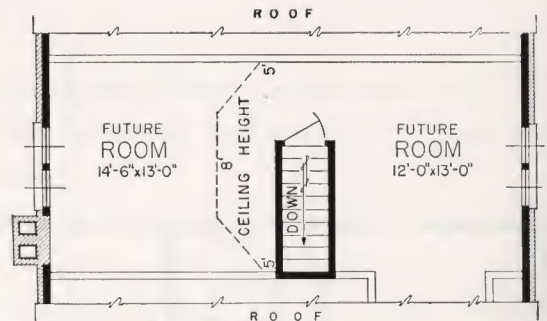


The NORWOOD

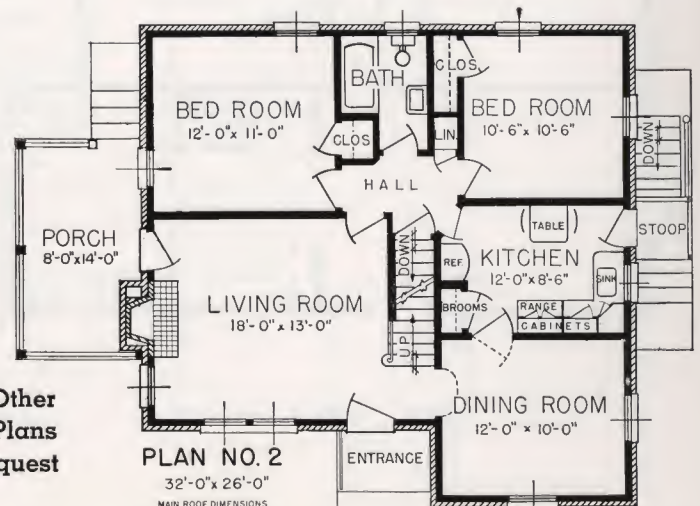
There is something so natural and homelike about the Norwood that one forgets to place it in the low cost field. It is a home so full of daily conveniences and comforts that its cost will seem meager even today.



NORWOOD



Two Other
Floor Plans
on Request



NORWOOD

Sameness in a subdivision never pays. The slight increase in the cost of individual designs is offset by higher loan values. This explains our policy: "Only one design of a type to a builder."

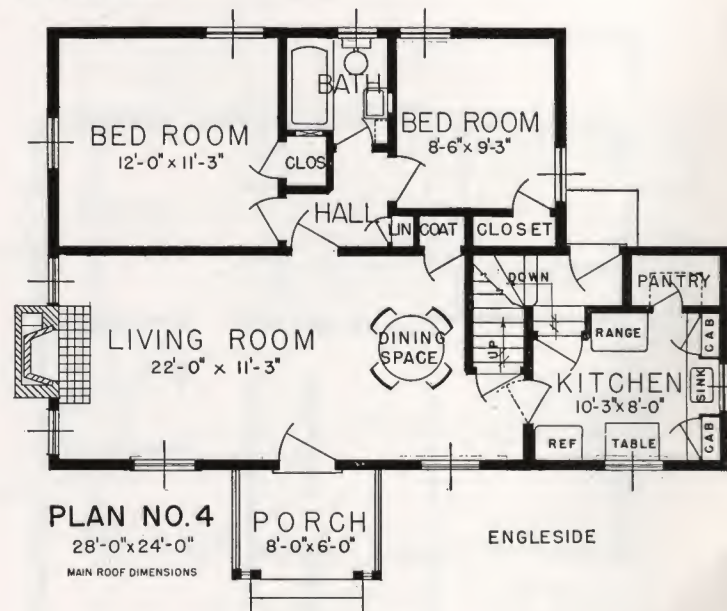
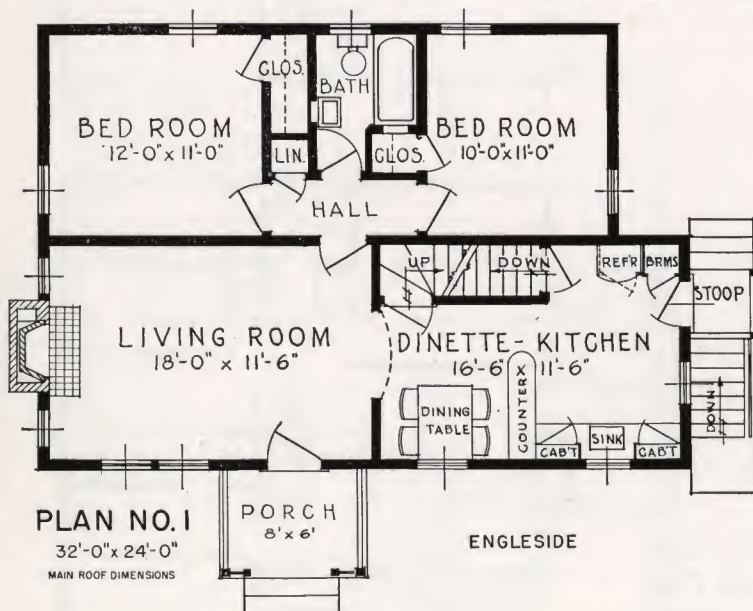


Brick or Frame

The ENGLESIDE

This lovely cottage seems to carry in every line a lot of common sense and straight thinking. Its generous and thoughtfully arranged floor plans also tell of the effort put forth to gain comfort at low cost.

Two other floor plans on request.



Carefully Prepared Material Lists are Furnished Free with all Plans Ordered.

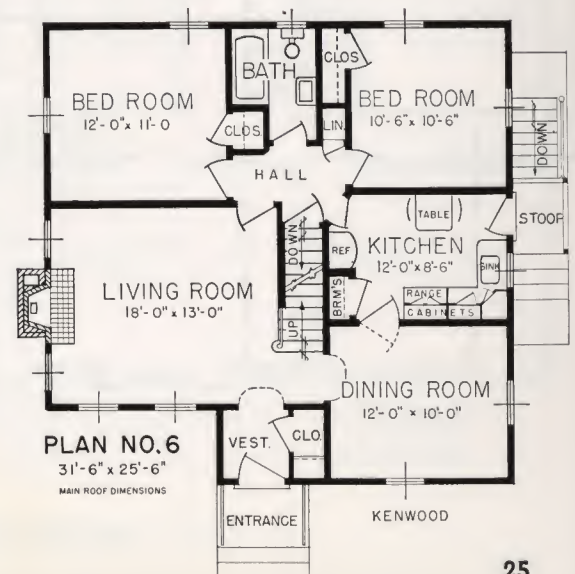
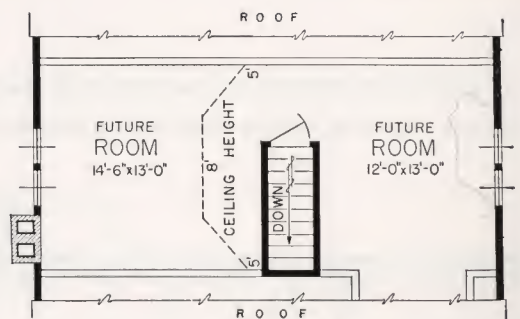
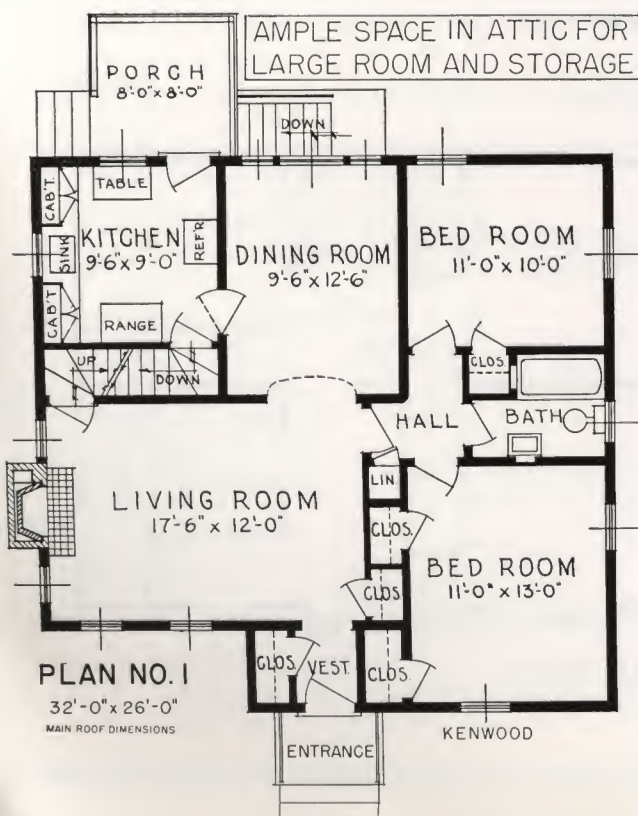


Brick or Frame

The KENWOOD

In designing the Kenwood, corners were cut in costs rather than in character. Here is to be found the same careful designing recognized in homes far beyond its price range.

Other Floor Plans
On Request.



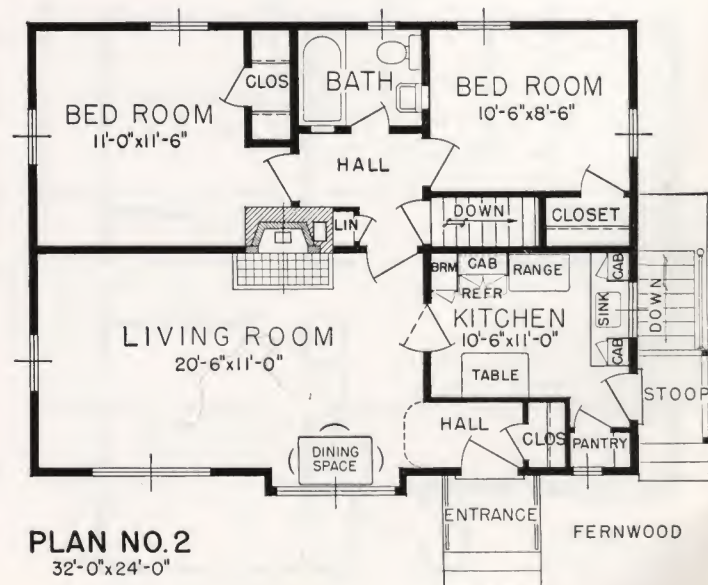
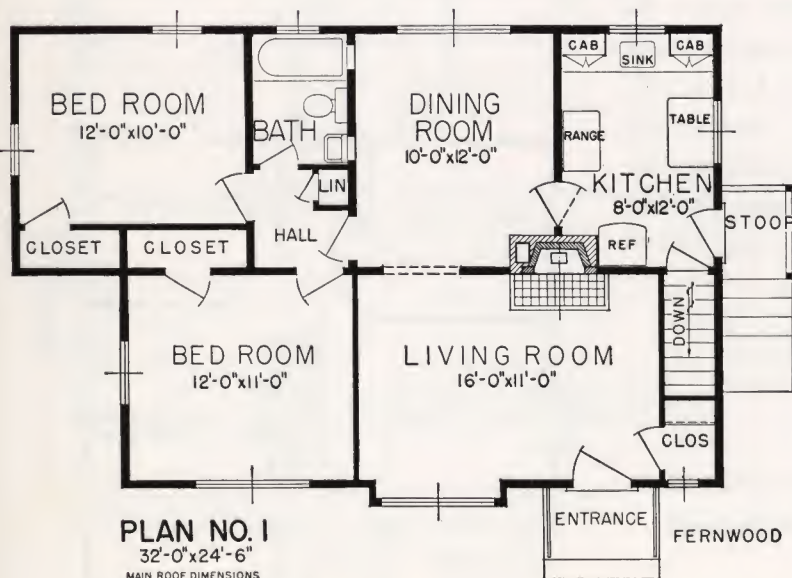


White Brick

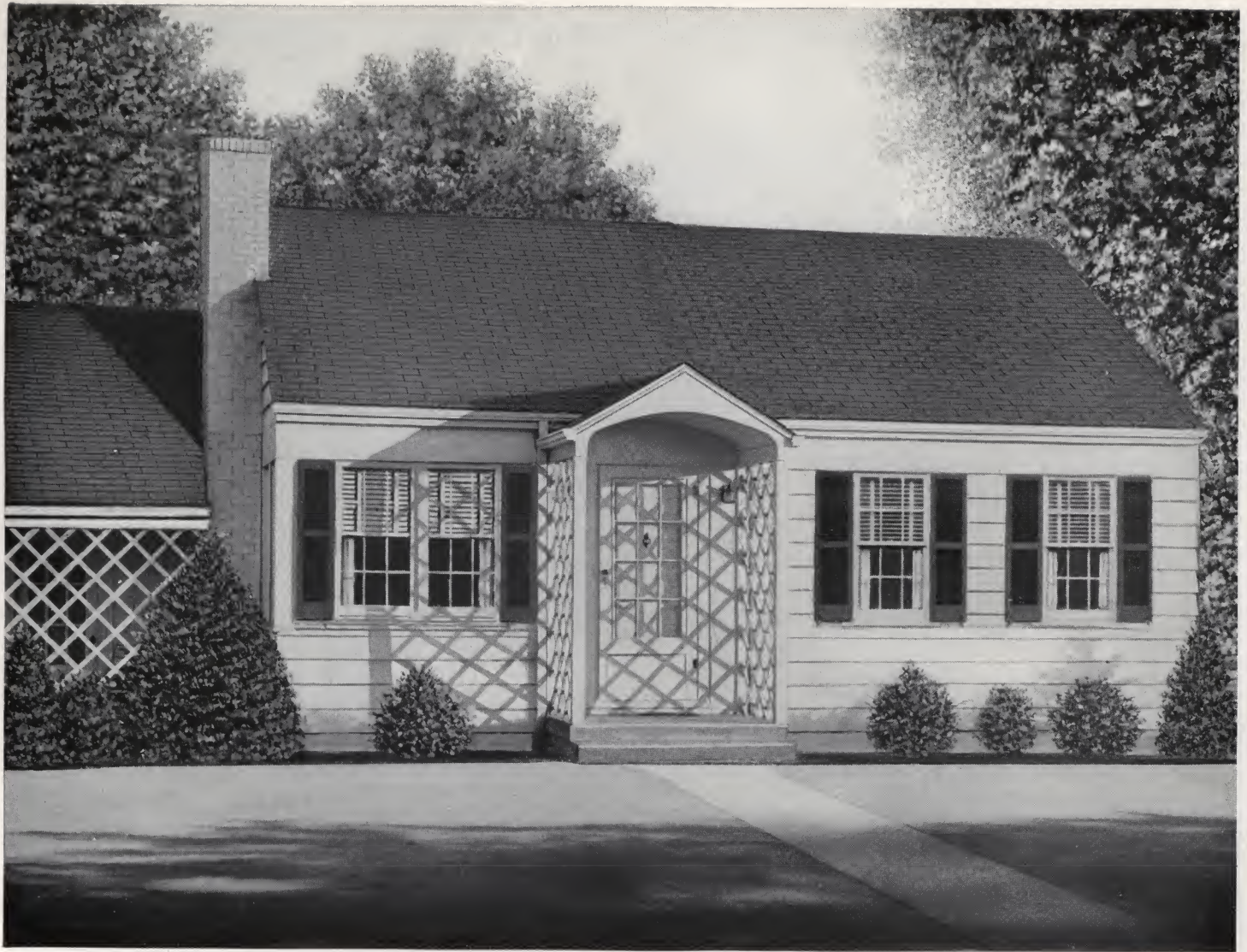
The FERNWOOD

Are you looking for the new and the novel? Here you will find it and more in the Fernwood, for it gives you at once all of the home comforts to be found in many homes of twice its cost.

Two other floor plans on request.



Complete plans and specifications in Duplicate for any of our stock plans only \$20;

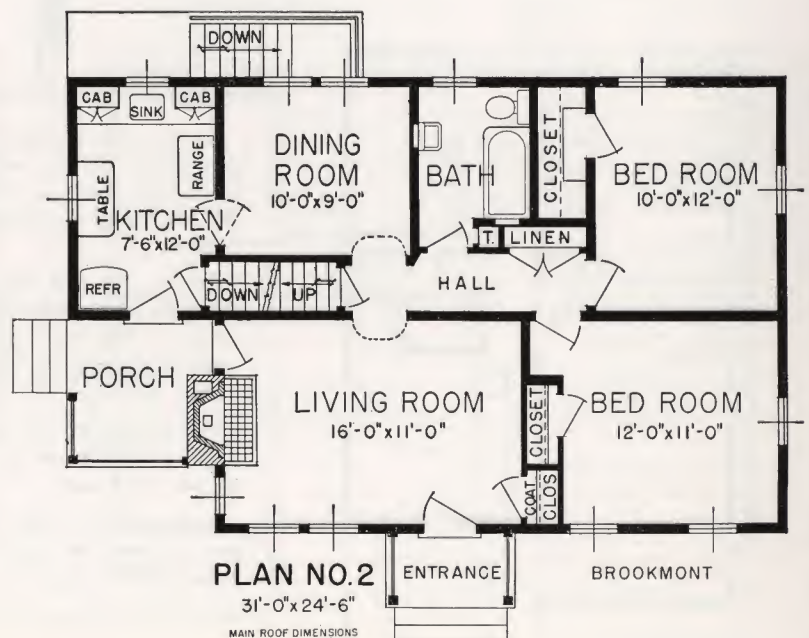
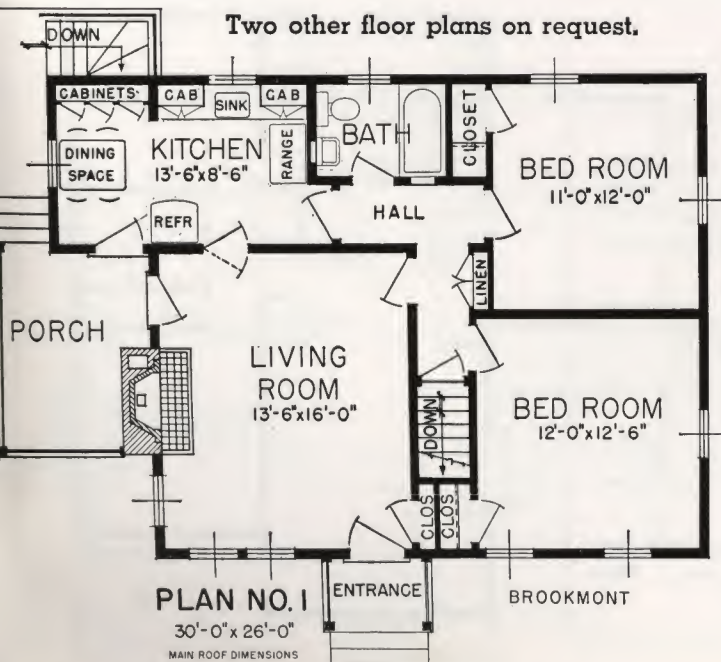


Brick or Frame

The BROOKMONT

As much beauty can be built into a small home as in a more pretentious structure costing several times as much. The Brookmont is an excellent example of what can be done in giving distinction at low cost.

Two other floor plans on request.



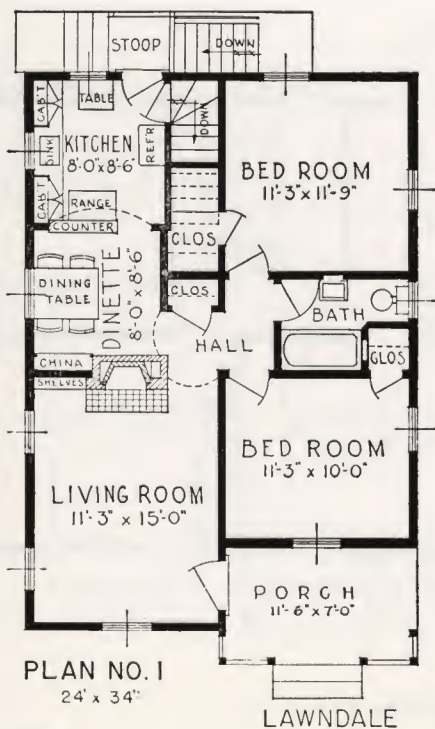
Four sets, \$24; Six sets, \$28, including Material List, Contractor's Agreement, Cost Estimating Forms, etc.



Brick or Frame

The LAWNDALE

If you are looking for a lovely home for a narrow lot, the Lawndale is decidedly the answer.



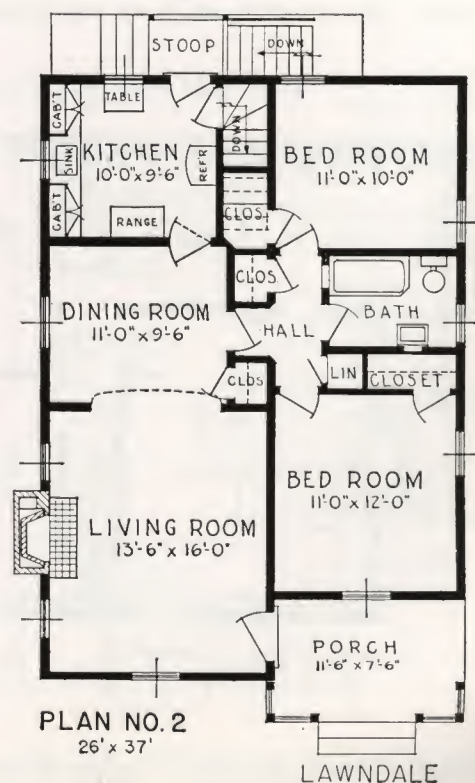
If you are interested in building your home on the easiest possible terms, ask for free copy of Folder "F" — Facts on Financing Small Homes.

Folder "F" will give you many ideas about dealing with loan companies, contractors and others interested in helping you build your home.

Ask for Folder "O" if you wish to build or supervise the construction of your own home.

If you can pay rent, you can pay for a home of your own. This folder will tell you how.

Two other floor plans on request.



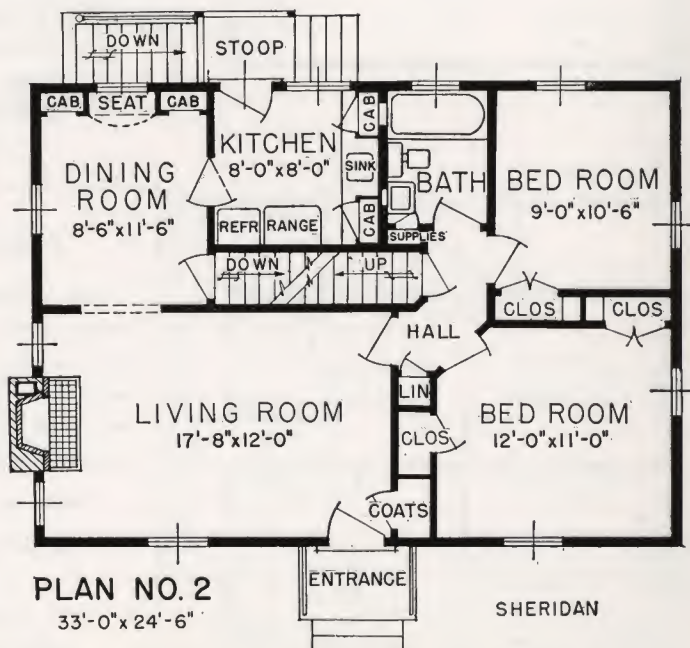
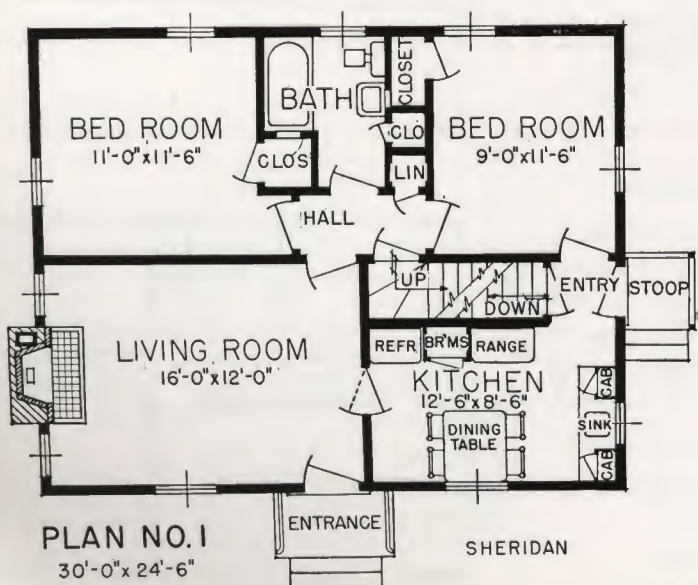


Brick or Frame

The SHERIDAN

With confidence you may take your choice of either floor plan offered for the Sheridan. There are skillfully arranged differences, but all mean lasting comforts in the home life.

Two other floor plans on request.



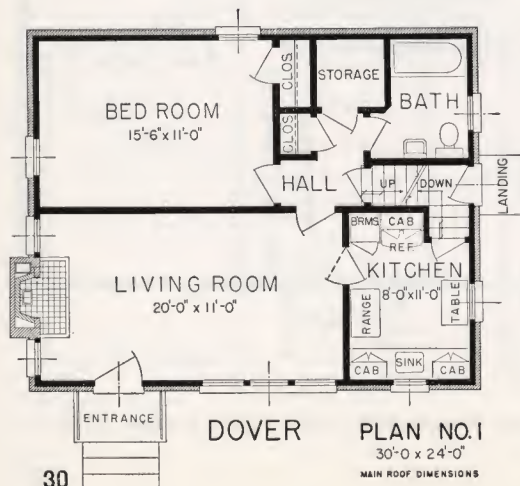
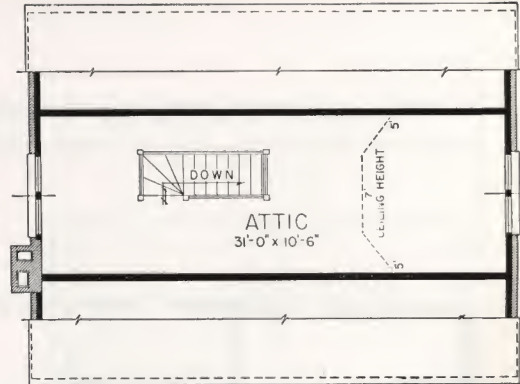
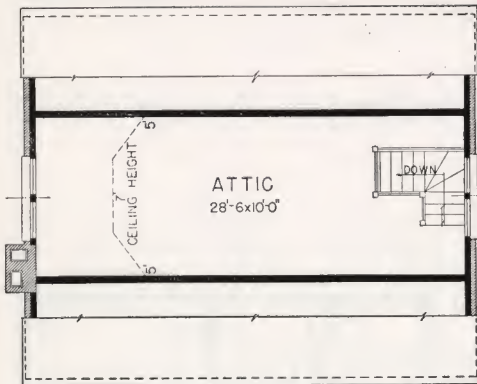
"Booklet 32", prepared especially for those who plan to build their own home with their own hands, is now included with all plans furnished.



The DOVER

The Dover is a darling small home that is different. Hundreds, who have been looking for just such a home, will hale this as the best in its price range.

Two Other Floor Plans on Request



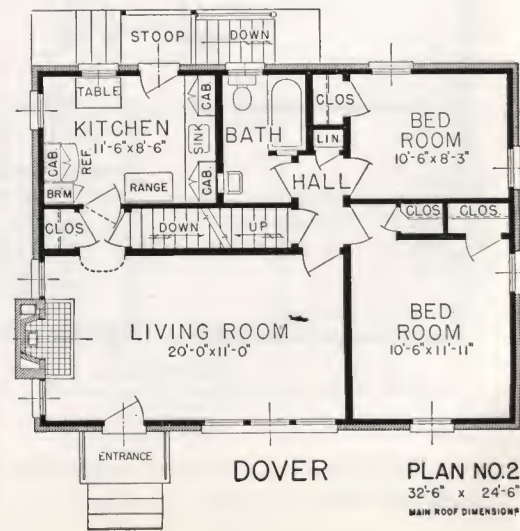
ANNOUNCEMENT

Now builders will be able to secure large mirrors for mantels and walls, and other needed specialties for the new home, direct from manufacturers through a new company just organized.

Write for full particulars.

NEW HOME SUPPLY COMPANY

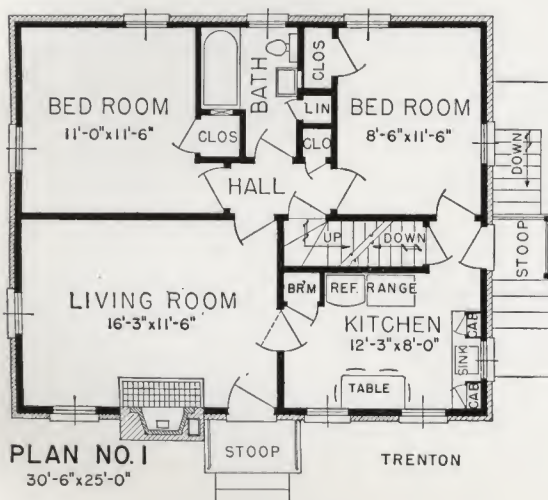
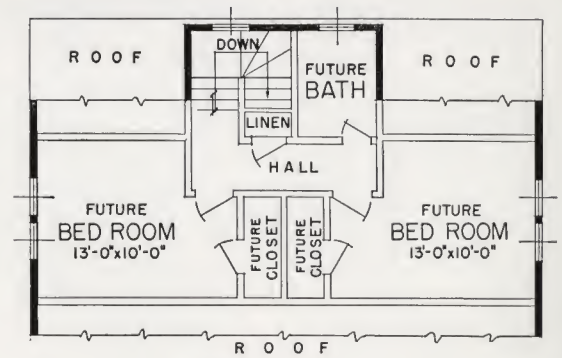
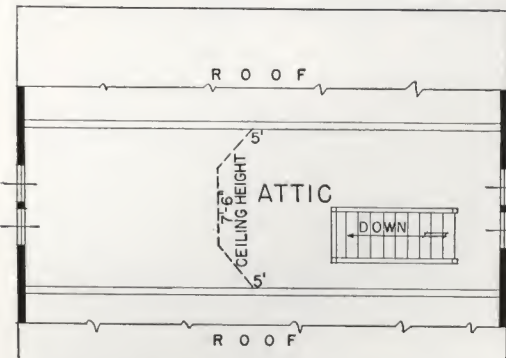
Colorado Bldg.
WASHINGTON 5, D. C.



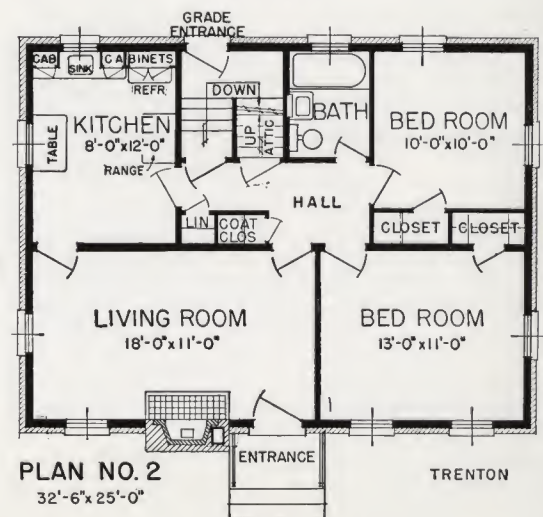


The TRENTON

The Trenton is a treat for those who are looking for a different touch in a low cost home, yet nothing has been sacrificed in the way of home comforts.



Two Other
Floor Plans
On Request





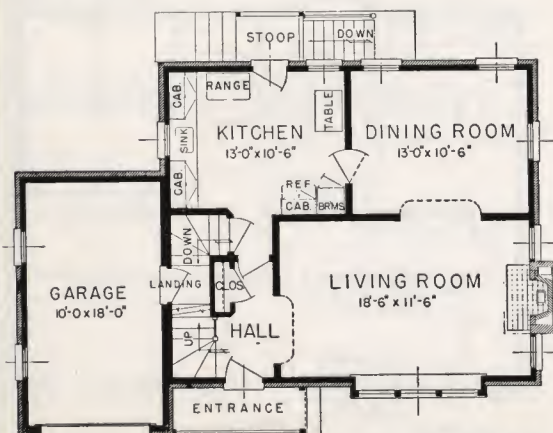
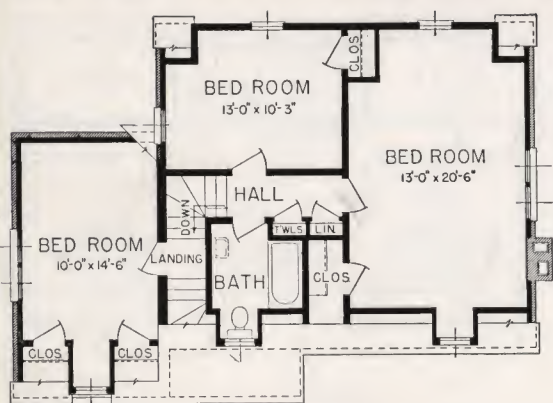
The LASALLE

At its cost, could you ever hope for a finer, more attractive small home than the LaSalle? Does it not have everything to give one pride of ownership?

Two Other Floor Plans on Request.

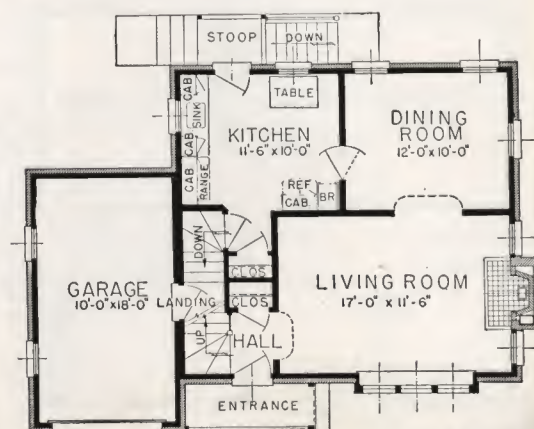
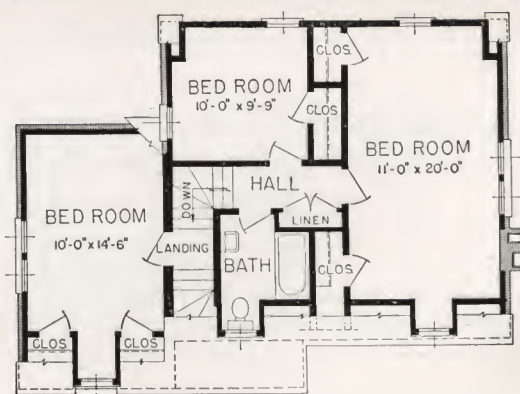
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Colorado Building,
Washington, D. C.



PLAN NO. 1
28'-0" x 24'-0"
MAIN ROOF DIMENSIONS

LA SALLE



PLAN NO. 2
25'-6" x 23'-6"
MAIN ROOF DIMENSIONS

LA SALLE